

MND (NSW) Strategic Plan 2022 - 2026

Our Purpose

MND NSW provides information, support and education about motor neurone disease for people living with motor neurone disease, their families, friends and carers. This includes:

- An MND Information Line
- Advisory services
- Equipment (FlexEquip)
- Support coordination for NDIS participants
- Education and Information
- Support groups, and
- Carer support

Our Goals

1. People with MND in NSW/ACT/NT access the best care and support
2. Preeminent voice of MND in NSW/ACT/NT
3. Equity in MND NSW services for rural/ remote and urban members
4. Supplier of choice for equipment provision in rapidly progressing neurological diseases
5. Sustained income to keep going and growing to deliver needed services to the member base
6. A world free from MND through ongoing research funding

Our Objectives



Service Delivery

Accessible services
Best care and support
Equitable (rural, remote, urban)
Equipment (best available and in-time delivery)
Technology



Communication

Advocacy
Research
Supporter / Champion
Influencer
Growing awareness
Marketing
Listening



Sustainability

Sustainable income
Partnerships
Government funding
Staffing / Structure
Fundraising
Bequests

Our Strategies

Service Delivery

| Objective | Aim | Strategies | Performance | CEO Reporting |
|---|---|--|--|---|
| Service Delivery | Expected Outcomes | Actions | Measure | Reporting |
| <p>MND NSW will provide:</p> <ol style="list-style-type: none"> 1. Accessible, equitable care and support services 2. Inclusive service delivery 3. Technology and innovation that supports those living with MND and their carers | <ol style="list-style-type: none"> a. Timely provision of services b. A range of services, that match individual needs and abilities c. Timely provision of equipment that meets member needs d. Explore innovations i.e., equipment and technology, that benefits members and carers e. Utilise technology and software systems that enhance our administrative efficiency and effectiveness, the work of staff, and to promote equity of service provision for regional/rural participants/clients | <ul style="list-style-type: none"> • Create engaged, skilled workforce to meet the needs of people diagnosed with MND and their families • Annual review of the support services provided to people with MND and their families to align with needs and developments in technologies, participant expectations and peer reviewed best practices. • Maintain and enhance team understanding of MND, its impacts in | <ul style="list-style-type: none"> • MND SS offers two (2) formal education days per calendar year inclusive of the end of year team day • MND staff have available and utilise training budget • Each year MND SS review supports offered through survey and focus group discussion with new and existing participants to ensure offerings meet expectation • All MND SS staff are able to present an information session for newly diagnosed | <ol style="list-style-type: none"> a. Participant, Carer survey / feedback (Biennial members, carers and providers satisfaction survey) b. Equipment usage reporting c. Participant feedback d. CEO report back to Board (ongoing) e. CEO report back to Board (ongoing) |

| | | | | |
|--|--|--|---|--|
| | | <p>the social, emotional, medical and psychological contexts in which a person operates.</p> <ul style="list-style-type: none"> • Remain connected to allied health workers, neurologists and researchers to ensure MND NSW is cognisant of current thinking and practices in relation to supporting people to live well with their MND. • Provision of a leading disability equipment pool that incorporates rental, loan and fee for service models • Provide staff with sufficient access to technology to achieve their work objectives | <p>and have the opportunity to do so.</p> <ul style="list-style-type: none"> • MND Special Interest Group (SIG) continues to foster understanding of MND by connecting through quarterly SIG bulletins, Three (3) professional development webinars and biannual SIG Workshop • Reporting of number of items accessed by people living with MND and their carers. • Reporting via the annual surveys of participants and referring professionals • Staff rate access to technology allowing them to complete their role effectively | |
|--|--|--|---|--|

Communication

| Objective | Aim | Strategies | Performance | CEO Reporting |
|---|---|--|--|--|
| Communication | Expected Outcomes | Actions | Measure | Reporting |
| <p>MND NSW will provide:</p> <ol style="list-style-type: none"> 1. Advocacy and support 2. Information services 3. MND awareness 4. Member and other stakeholder opportunities to provide feedback on the services and activities of MND NSW (listen and act) 5. Contributions to identified MND research programs / initiatives | <ol style="list-style-type: none"> a. Advocate on behalf of those living with MND, and their support networks i.e., NDIS, MAC, service providers b. Provide up to date information and support materials; and communication access i.e., in person (staff), telephone, and online c. Provide a news service (newsletter), fundraising initiatives, support and educational programs (marketing and promotion) d. Biennial survey of members, carers and providers e. Annual Board survey | <ul style="list-style-type: none"> • Issues are escalated to either MAC or NDIA to ensure participants receive the outcomes they need to live well with their MND. • All enquiries through initial intake are managed and referred in a timely manner • A range of education programs are developed in response to participant feedback and focus group discussion involving front line staff and participants. | <ul style="list-style-type: none"> • Number of matters escalated to the NDIA or MAC and reporting of achieved outcomes • Number of enquiries and time to resolution to be reported • Number of education sessions offered, no of topics and no of attendees at each event | <ol style="list-style-type: none"> a. Member, Carer and survey / feedback (Biennial members, carers and providers satisfaction survey); CEO report back to Board (ongoing); statistical reporting b. CEO report back to Board (ongoing) c. CEO report back to Board (ongoing) d. A relevant response; analysis and report e. Completed and reported |

Sustainability

| Objective | Aim | Strategies | Performance | CEO Reporting |
|---|---|---|---|---|
| Sustainability | Expected Outcomes | Actions | Measure | Reporting |
| <p>MND NSW will maintain and provide:</p> <ol style="list-style-type: none"> 1. Beneficial partnerships 2. Ethical and sustainable financial services and management 3. An effective organisational structure, and support for Staff 4. Government relations, i.e., funding opportunities, NDIS etc. 5. Fundraising and bequest programs | <ol style="list-style-type: none"> a. Partnerships are maintained and monitored to ensure their ongoing effectiveness and benefit to MND NSW, its members and staff b. Annual financial audit and reporting c. A supportive and effective staff structure that maximises service delivery d. Working with, lobbying, and seeking available government support e. Develop and maintain income opportunities | <ul style="list-style-type: none"> • Seek partners for education programs so that we don't need to look for funding each year but look for a 3 yr. partnership. • New website and donation page. • Integration of existing platforms, introduction of new platforms to reduce manual data entry, use of tap or PayWave technology for Walks and merchandise stalls • Wills program to support Bequest Program • Continue IT Neuro Hivemind Group meetings quarterly with NSW MD, | <ul style="list-style-type: none"> • \$80,000 in funding per year over 3 years. • Google analytics, showing increased activity to website measured over 6-month period. • Increased return from Walks and fundraising activities. • Increase/maintenance of Bequestors confirmed • Quarterly meetings with IT Hivemind group | <ol style="list-style-type: none"> a. CEO report back to Board (ongoing) b. Report to members c. Monitoring of EAP program d. Ongoing State funding e. Increased / maintenance of income diversity |

| | | | | |
|--|--|----------------------------------|--|--|
| | | Huntington's, and Parkinson's | | |
|--|--|----------------------------------|--|--|